

2019 IMPLEMENTATION STRATEGY
for
GREATER WICKENBURG REGION
COMMUNITY HEALTH NEEDS ASSESSMENT



Submitted by
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The 2019 CHNA identified five significant health needs in the community. These needs are listed below in decreasing order by intensity as indicated from secondary and primary research.

1. Overall Health Status

a. The Wickenburg Region lends itself to moderate climate attracting an older population (age 55 and older) who prefer outdoor activity for health and personal enjoyment. However, as the population ages, more have identified with disease or health problems associated with pain such as bone or joint, back or neck, arthritis, or mobility. For some, refraining from physical exercise or limiting mobility reduces pain yet leads to an overall reduction of feeling well.

2. Barriers to Accessing Health Care

a. The high cost of healthcare is a national problem and Wickenburg Community Hospital's service area is no exception. Healthcare costs include insurance costs, pharmaceuticals costs, emergency care costs, hospital costs, extended care costs, etc. This complex issue involves multiple stakeholders including hospitals, clinics, insurance agencies, and state and federal governments. Though Wickenburg Community Hospital is unable to fully address the high cost of healthcare, the organization is so very grateful to provide financial assistance for medically necessary services in a fair, consistent, respectful, and objective manner to the underserved.

3. Use of Services

a. Though Wickenburg Community Hospital provides exemplary primary care, emergency care, inpatient care, and some specialty care, members of our service area are unaware of local services provided. Patients often wait to engage when experiencing early onset of an illness, injury or disease, wanting to avoid long travel to urban locations only to wind up in the emergency room.

4. Defining a Healthy Community

a. Rural living has both positive and negative associations. For the Wickenburg Region, high priority is placed on good jobs, a health economy, safe neighborhoods, and a strong family life. The complexities of living rural is driven by multiple stakeholders to include but not limited to private and public enterprise and, state and federal government. Though Wickenburg Community Hospital is unable to fully address the quality of life impact in our service area, the organization is encouraged by being the largest employer in Wickenburg offering fulltime employees "opt-in" health care benefits and competitive salaries.

5. Increase Respondents

a. Wickenburg Community Hospital's supports the healthcare needs of residents and visitors to surrounding rural communities within approximately 3,300 square miles. Though the number of respondents increase with each CHNA, more members within the service area need to become aware and participate in the next 2022 assessment.

SIGNIFICANT HEALTH NEEDS WICKENBURG COMMUNITY HOSPITAL WILL ADDRESS:

The implementation strategy outlines the top community health needs described in the 2019 CHNA that Wickenburg Community Hospital plans to address in whole or in part in fulfillment of its mission. Wickenburg Community Hospital has selected the top three priorities of the five health needs that were identified in the CHNA. The selection was based on priority ranking as well as resource availability and

appropriateness to Wickenburg Community Hospital's area of expertise. This implementation strategy may be modified as conditions change and as appropriate over the course of the next three years.

For each health need that Wickenburg Community Hospital plans to address, the strategy describes:

- Actions Wickenburg Community Hospital intends to take, including programs and resources it plans to commit.
- Anticipated impact of these actions.
- Planned collaboration between Wickenburg Community Hospital and other organizations.

1. Overall Health Status

Wickenburg Community Hospital has successfully provided specialty services for interventional pain management services since 2014 and orthopedic services since 2016. We will continue to promote healthy behaviors and lifestyles activities through:

- 1:1 provider to patient education, collateral materials, and free nutrition classes.
- Social Media health articles
- Printed health articles
- Free nutrition classes
- Explore collaboration with elder community health services and local retirement agencies to promote awareness

2. Barriers to Accessing Health Care

Wickenburg Community Hospital will continue to monitor the need to financial assist the underserved through fair, consistent, respectful, and objective manners.

- Explore collaboration with other community service agencies to provide free health and wellness information
- Explore initiating a patient advisory council to provide patient feedback as it relates to organization policies

3. Use of Services

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- Social media will continue to expand to help meet information needs surrounding good health choices.
- Explore collaboration with local churches/synagogues for opportunity to provide wellness program for the congregations
- Seek out connections with local Chamber, PTA, civic groups, etc., for opportunities to present health information.
- Explore collaboration with local retirement centers and assisted living facilities to provide health information.